



The Brand

Business Managers' Meeting

Tuesday, February 12, 2012

What is a brand?

"A brand is a **CUSTOMER EXPERIENCE** represented by a collection of images and ideas; often, it **refers to a symbol** such as a name, logo, slogan, and design scheme. Brand recognition and other reactions are created by the **ACCUMULATION OF EXPERIENCES** with the specific product or service, both **directly relating to its use**, and through the **influence of advertising, design, and media commentary.**"

Touch Points

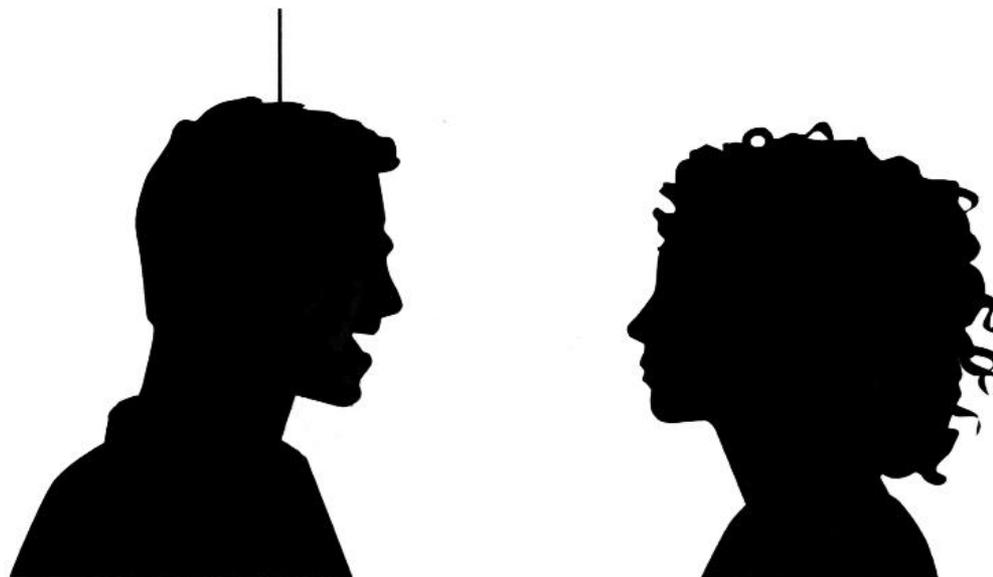


MIKE TIGER
Brand Ambassador



SALLY
Prospective Student
Vendor

“LSU IS GREAT.”

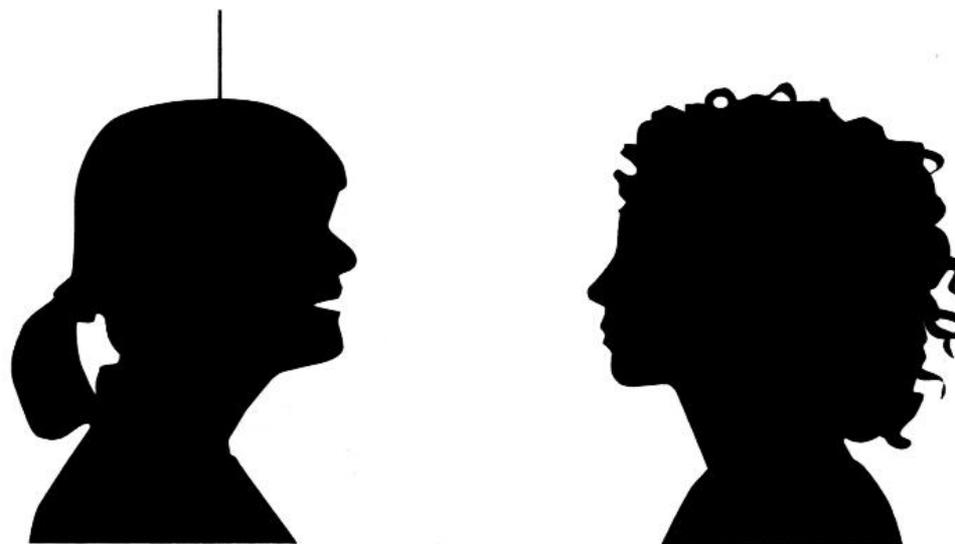


1. MARKETING



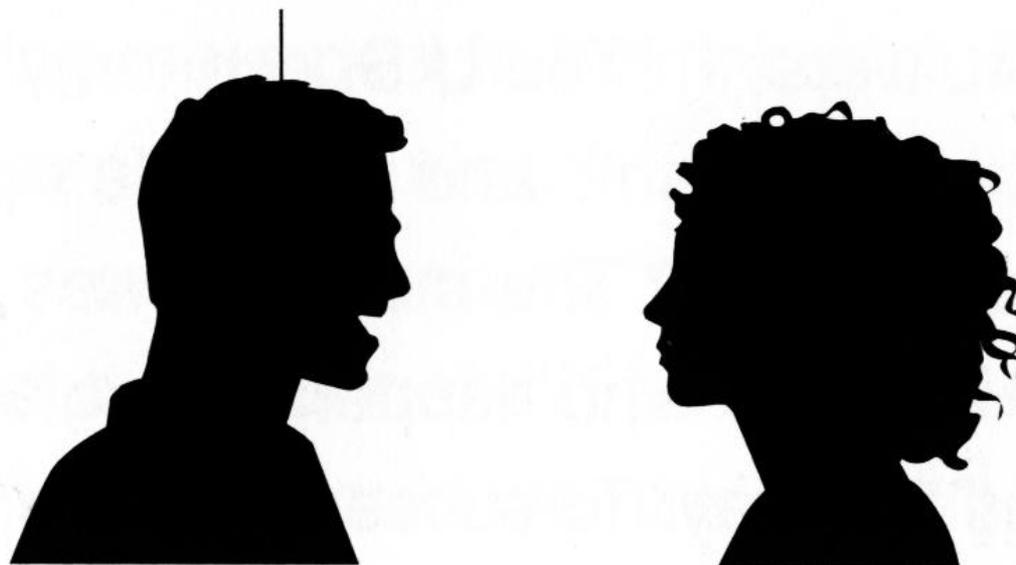
2. TELEMARKETING

“TRUST ME.
LSU IS GREAT.”

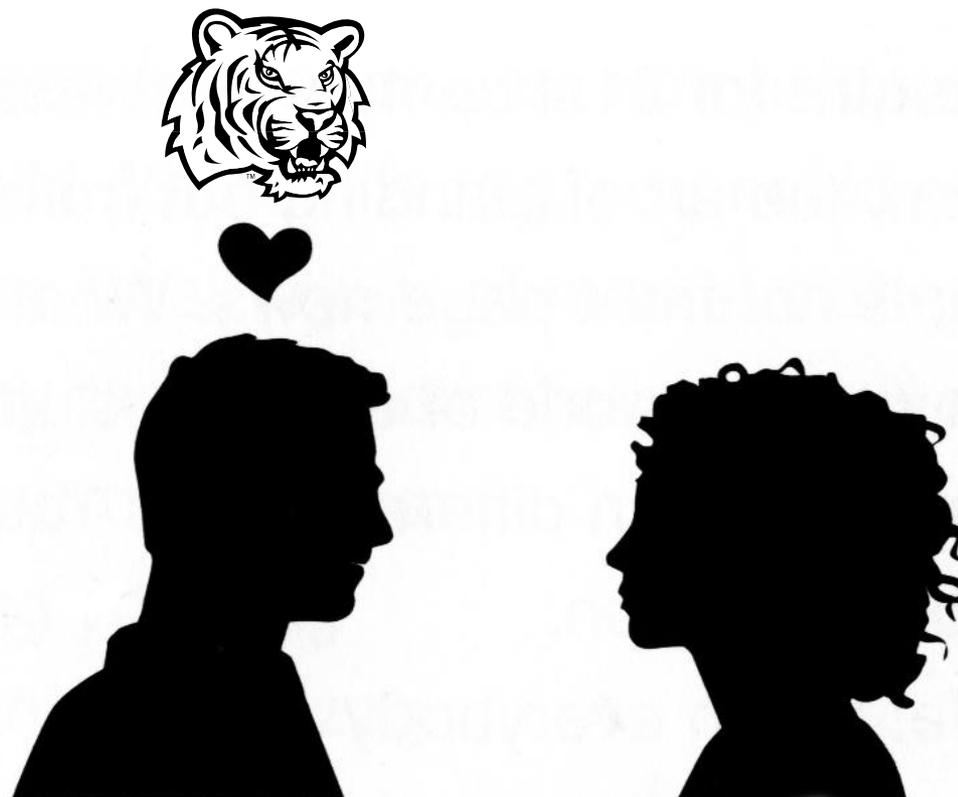


3. PUBLIC RELATIONS

“LSU IS GREAT.
LSU IS GREAT.
LSU IS GREAT.”



4. ADVERTISING



5. GRAPHIC DESIGN

"I UNDERSTAND
LSU IS GREAT."



6. BRANDING

Fresh impressions on landmarks

FROM MY 5-YEAR-OLD

http://www.youtube.com/watch?feature=player_embedded&v=N4t3-__3MA0

LSU

- Athletic
- Spirited/Traditional
- Big

What is an ambassador?

“A person who acts as a **REPRESENTATIVE** or promoter of a specified activity.”

What are Quality Standards?

“The operational priorities, or criteria, that ensure consistent delivery of guest services.”

LSU University Relations Quality Standards

1. Service
2. Excellence
3. Expertise
4. Collaborative

How You Impact the Brand:

- Monthly Newsletters
- Email Signatures
- Auto Reply messages
- Outgoing Voice message
- Every touch point is an **OPPORTUNITY**

Newsletter Tips

- Keep it short
- Skip the intro
- Focus on Headlines
- Keep the Best info on top
- Include Images

Email Signature Do's

- Name
- Title
- Phone Numbers
(Office, Cell, Fax)
- Email Address
- Web Site

Email Best Practices

- **Use Out-of-Office Auto Reply**
- Personal Email Signature
- Never send an email when:
 - Angry
 - Impatient
 - Argumentative
 - Unfocused
 - Tired



QUESTIONS?

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